



WEWS

ORDER

Print Date 10/10/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **313877 /**
Original Date / Revision
 10/04/12 10/08/12
Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Product

Candidate. OFA Sked C 10.9-10.15

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
 Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1904**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WBNX | % | |
| WDLI | % | |
| WEAO | % | |
| WGGN | % | |
| WJW | % | |
| WKYC | % | |
| WMFD | % | |
| WOAC | % | |
| WOIO | % | |
| WQHS | % | |
| WUAB | % | |
| WVIZ | % | |
| WVPX | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 66 | \$84,626.00 | \$99,560.00 | 0.00 |
| Totals | 66 | \$84,626.00 | \$99,560.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/15/12 | 66 | \$84,626.00 | \$99,560.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|--------|-----|-------------------|-------------|-----|---------------|------|--------|----------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WEWS | 10/14/12 | 10/14/12 | SU Kaleidoscope SU Kaleidoscope | CM | 10-1030a | -----S | :30 | 2 | \$35.00 | P-3 | 0.00 | NM | 2 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 2 | \$35.00 | | 0.00 | | | |
| N 2 | WEWS | 10/15/12 | 10/15/12 | M-F 430-5am News M-F 430-5am News | CM | 430-5a | M----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 10/10/12

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Contract / Revision **313877** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 2 | WEWS | 10/15/12 | 10/15/12 | M-F 430-5am News M-F 430-5am News | CM | 430-5a | M----- | :30 | 1 | \$250.00 | P-2 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 3 | WEWS | 10/15/12 | 10/15/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | M----- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$650.00 | | 0.00 | | | |
| N 4 | WEWS | 10/15/12 | 10/15/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | M----- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$650.00 | | 0.00 | | | |
| N 5 | WEWS | 10/09/12 | 10/14/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | -TWTF-- | :30 | 4 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$600.00 | | 0.00 | | | |
| N 6 | WEWS | 10/13/12 | 10/13/12 | Sa 6a-8a News Sa 6-8a News | CM | 6-8a | -----S- | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$75.00 | | 0.00 | | | |
| N 7 | WEWS | 10/13/12 | 10/13/12 | SA GMA 8-9a SA GMA 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$775.00 | P-1 | 0.00 | NM | 1 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$775.00 | | 0.00 | | | |
| N 8 | WEWS | 10/14/12 | 10/14/12 | SU GMA 8-9A SU GMA 8-9A | CM | 8-9a | -----S | :30 | 1 | \$775.00 | P-1 | 0.00 | NM | 1 | \$775.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$775.00 | | 0.00 | | | |
| N 9 | WEWS | 10/09/12 | 10/14/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | -TWTF-- | :30 | 4 | \$550.00 | P-2 | 0.00 | NM | 4 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$550.00 | | 0.00 | | | |
| N 10 | WEWS | 10/09/12 | 10/14/12 | M-F 10-11a M-F 10-11a | CM | 10-11a | -TWTF-- | :30 | 6 | \$275.00 | P-3 | 0.00 | NM | 6 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 6 | \$275.00 | | 0.00 | | | |
| N 11 | WEWS | 10/09/12 | 10/14/12 | M-F 11-12p M-F 11-12p | CM | 11a-12p | -TWTF-- | :30 | 4 | \$1,300.00 | P-2 | 0.00 | NM | 4 | \$5,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$1,300.00 | | 0.00 | | | |
| N 12 | WEWS | 10/09/12 | 10/15/12 | M-F 12-1230pm News 12-1230p News | CM | 12-12:30p | MTWTF-- | :30 | 4 | \$800.00 | P-2 | 0.00 | NM | 5 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$800.00 | | 0.00 | | | |
| | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| N 13 | WEWS | 10/09/12 | 10/14/12 | M-F 1-2p M-F 1-2p | CM | 1-2p | -TWTF-- | :30 | 4 | \$550.00 | P-2 | 0.00 | NM | 4 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$550.00 | | 0.00 | | | |
| N 14 | WEWS | 10/09/12 | 10/14/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | -TWTF-- | :30 | 2 | \$1,400.00 | P-1 | 0.00 | NM | 2 | \$2,800.00 |



WEWS

Print Date: 10/10/12

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Contract / Revision **313877** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 14 | WEWS | 10/09/12 | 10/14/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | - TWTF - - | :30 | 2 | \$1,400.00 | P-1 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 2 | \$1,400.00 | | 0.00 | | | |
| N 15 | WEWS | 10/09/12 | 10/14/12 | M-F 3-4P Katie M-F 3-4p Katie | CM | 3-4p | - TWTF - - | :30 | 3 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 3 | \$225.00 | | 0.00 | | | |
| N 16 | WEWS | 10/09/12 | 10/14/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | - TWTF - - | :30 | 3 | \$370.00 | P-3 | 0.00 | NM | 3 | \$1,110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 3 | \$370.00 | | 0.00 | | | |
| N 17 | WEWS | 10/09/12 | 10/14/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | - TWTF - - | :30 | 1 | \$325.00 | P-3 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 1 | \$325.00 | | 0.00 | | | |
| N 18 | WEWS | 10/09/12 | 10/14/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | - TWTF - - | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 1 | \$1,300.00 | | 0.00 | | | |
| N 19 | WEWS | 10/09/12 | 10/14/12 | M-F 7-730p 7-730p The List | CM | 7-730p | - TWTF - - | :30 | 2 | \$400.00 | P-3 | 0.00 | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 2 | \$400.00 | | 0.00 | | | |
| N 20 | WEWS | 10/09/12 | 10/14/12 | M-F 730-8P 730-8p Let's Ask America | CM | 730-8p | - TWTF - - | :30 | 5 | \$1,000.00 | P-2 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - TWTF - - | | | | | 5 | \$1,000.00 | | 0.00 | | | |
| N 21 | WEWS | 10/15/12 | 10/15/12 | Monday DWS DWTs | CM | 8-10p | M- - - - - | :30 | 1 | \$18,000.00 | P-2 | 0.00 | NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M- - - - - | | | | | 1 | \$18,000.00 | | 0.00 | | | |
| N 22 | WEWS | 10/15/12 | 10/15/12 | Monday Prime C Castle | CM | 10-11p | M- - - - - | :30 | 1 | \$14,000.00 | P-2 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M- - - - - | | | | | 1 | \$14,000.00 | | 0.00 | | | |
| N 23 | WEWS | 10/09/12 | 10/09/12 | Tuesday Prime A DWTs Results | CM | 8-9p | - T - - - - - | :30 | 1 | \$14,000.00 | P-2 | 0.00 | NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - T - - - - - | | | | | 1 | \$14,000.00 | | 0.00 | | | |
| N 24 | WEWS | 10/14/12 | 10/14/12 | Sunday Prime C Sunday Prime C | CM | 9-10p | - - - - - S | :30 | 1 | \$7,000.00 | P-1 | 0.00 | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - - - - - S | | | | | 1 | \$7,000.00 | | 0.00 | | | |
| N 25 | WEWS | 10/10/12 | 10/10/12 | Wednesday Prime C Nashville | CM | 10-11p | - - W - - - - | :30 | 1 | \$5,000.00 | P-2 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - - W - - - - | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| N 26 | WEWS | 10/14/12 | 10/14/12 | Sunday Prime D 666 PARK Avenue | CM | 10-11p | - - - - - S | :30 | 1 | \$2,800.00 | P-3 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - - - - - S | | | | | 1 | \$2,800.00 | | 0.00 | | | |



WEWS

Print Date: 10/10/12

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Contract / Revision **313877** Flight Dates **10/09/12-10/15/12** Hiatus Dates
Original Date / Revision 10/04/12/ 10/08/12 Order Sep 00:20:00
Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

| | | | | | | | | | | | | | | <u>Totals</u> | |
|--------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|---------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N26 | WEWS | 10/14/12 | 10/14/12 | Sunday Prime D 666 PARK Avenue | CM | 10-11p | -----S | :30 | 1 | \$2,800.00 | P-3 | 0.00 | NM | 1 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$2,800.00 | | 0.00 | | | | | | |
| N27 | WEWS | 10/09/12 | 10/15/12 | M-F 3-4p Katie M-F 3-4p Katie | CM | 3-4p | MTWTF-- | :30 | 4 | \$900.00 | P-2 | 0.00 | NM | 4 | \$3,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 3 | | \$900.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N28 | WEWS | 10/09/12 | 10/15/12 | SA 12a-1a CSI Miami Late SA CSI Miami Late | CM | 12a-1a | -----S- | :30 | 1 | \$55.00 | P-3 | 0.00 | NM | 1 | \$55.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | 1 | | \$55.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----- | 0 | | \$0.00 | | 0.00 | | | | | | |
| N29 | WEWS | 10/09/12 | 10/15/12 | M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K | CM | 1202-107x | MTWTF-- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | 1 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | ----- | 0 | | \$0.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | | 66 | \$99,560.00 |